Industry Benchmarks & Trends in Online Reputation
AGENDA

STATUS QUO

TOP PERFORMERS

HOW TO GET THERE
FACTS ABOUT THE COMPANY

- 5,000+ customers
- 35+ countries
- 90+ employees
- 16 nationalities
REPUTATION MANAGEMENT

WE ANALYZE MILLIONS OF REVIEWS
INFORMATION CONTAINED IN REVIEWS

**Review**

- **Form**
  - Text
  - Image
  - Video
  - Sound

- **Score**
  - Overall
  - Location
  - Price
  - Room
  - other

- **Meta Data**
  - Date Submitted
  - Pre-, Post-, During-Stay
  - Channel Submitted

- **Reviewer**
  - Age
  - Nationality
  - Type
  - Business, Leisure, Family, Couple, Single, Etc

- **Revenue Data**
  - Source of Booking
  - Average Price
  - Operating Costs
  - LTV

- **Semantics**
  - Topics mentioned
  - Type of Guest
  - Tonality
  - Detail of Text
  - Negative / Positive

- **Revenue Data**
  - Booking Frequency
STATUS QUO
A closer look at the hotel market
900+ REVIEWS per hotel per year
# Portal Relevance

<table>
<thead>
<tr>
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<tbody>
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Top 3 = 72.5%

Top 3 = 87.6%

Top 3 = 85.9%
PORTAL RELEVANCE

- **Booking.com dominating**, followed by TripAdvisor
- “Newcomers” Google and Facebook are catching up.
- One review can be displayed multiple times (e.g. trivago, ctrip, travelocity)
- Do not forget **local niche players** like TopHotels & Zoover.

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BERLIN IN 2016

Average Review Score in Berlin: 80.03%
BERLIN IN 2016

**Best** Scores on Booking: 81.4%

**Average** Review Score in Berlin: 80.03%

**Lowest** Scores on HRS: 77.5%
BERLIN IN 2016

**Best** Scores on Booking: 81.4%

**Average** Review Score in Berlin: 80.03%

**Lowest** Scores on HRS: 77.5%

SMALL HOTELS HAVE BETTER SCORES THAN BIG HOTELS

1–10 rooms = **84.1%**
11–25 rooms = **81.1%**

VS

51–100 rooms = **79.1%**
>100 rooms = **80.2%**
BERLIN IN 2016

- **Best scores** on Booking.com
  - Best player to activate silent mass

- **Lowest scores** on HRS
  - => Business Travellers

- **Small hotels** have better reviews than big hotels
  - => Big chance to compete
TOP PERFORMERS
in Berlin
HOLIDAYCHECK AWARDS 2017

Die beliebtesten Hotels in Berlin

Hotel Sofitel Berlin Kurfürstendamm

Steigenberger Hotel Am Kanzleramt
The HolidayCheck Award Winners not only have better review scores, but also collect significantly more reviews.

HOTELS IN BERLIN ON HOLIDAYCHECK IN 2016

Number of Reviews: 42
Average Score: 81.0%
HOLIDAYCHECK AWARDS 2017

The HolidayCheck Award Winners not only have better review scores, but also collect significantly more reviews.

HOTELS IN BERLIN ON HOLIDAYCHECK IN 2016
Number of Reviews: 42
Average Score: 81.0%

HOLIDAYCHECK AWARD WINNER IN 2016
Number of Reviews: 129
Average Score: 93.3%
TOP 20 TripAdvisor

Want the lowest hotel prices? You're in the right place. We check 200+ sites for you.

The Mandala Hotel

The Mandala Hotel Reviews, Berlin

Find: Hotels  Near: Berlin, Germany

Enter dates for lowest prices

powered by PriceFinder

Check In  Check Out

1 room  2 adults  0 children

Check Availability

Tilmann Volkm has reviewed this hotel. See their rating...
The Top 20 TripAdvisor Hotels in Berlin not only have better review scores, but also collect significantly more reviews.

HOTELS IN BERLIN IN 2016

Number of Reviews: 109
Average Score: 78.61%
The Top20 TripAdvisor Hotels in Berlin not only have **better review scores**, but also collect significantly **more reviews**.

**HOTELS IN BERLIN IN 2016**
- Number of Reviews: 109
- Average Score: 78.61%

**TOP 20 IN 2016**
- Number of Reviews: 454
- Average Score: 92%

More information on TripAdvisor can be found [here](#) and [here](#).
## TripAdvisor City Rank Berlin

<table>
<thead>
<tr>
<th>City Rank Berlin</th>
<th>Total Number of Reviews</th>
<th>Number of Reviews last 3 months</th>
<th>Total Average Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-50</td>
<td>1,869.5</td>
<td>107.2</td>
<td>4.5</td>
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<tr>
<td>51-100</td>
<td>1,096.0</td>
<td>63.1</td>
<td>4.3</td>
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<tr>
<td>101-150</td>
<td>1,014.2</td>
<td>55.4</td>
<td>4.1</td>
</tr>
<tr>
<td>151-200</td>
<td>652.4</td>
<td>32.3</td>
<td>4.1</td>
</tr>
<tr>
<td>201-250</td>
<td>581.6</td>
<td>26.2</td>
<td>3.9</td>
</tr>
<tr>
<td>251-300</td>
<td>296.7</td>
<td>17.3</td>
<td>3.9</td>
</tr>
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Data as of May, 18th 2017
SUCCESS FACTORS

NUMBER OF REVIEWS

QUALITY

RECENCY
WHAT TO DO NOW?
ACTIVATE THE SILENT MASS

Better Reviews
- TripAdvisor review score when asking guests to submit a review: **89%**
- TripAdvisor review score without asking: **82%**

More Reviews
- Actively asking for a review: Return Rate between **18% and 30%** depending on the portal.
IMPROVE

Analyze your strengths and weaknesses. How can you improve?

Expectations Management & More Feedback Points
Get guest feedback before and during the stay.

Define action points.

Too much data? Get automatic recommendations.
NO CHANCE TO COMPETE?

- Remember: **Small hotels have** better reviews than big hotels
- Focus on **long-tail search**. E.g. Hotel Berlin Charlottenburg, independent hotel, affordable hotel

“WRONG” GUESTS?

- 44% of reviews are submitted from **guests older than 50 years**.
- Their review is 2% better than from guests below 50 years.
NO EMAIL ADDRESS?

- Use **SMS**.
- Ask guests for a review **during stay**.
- Collect direct **contact details**.

NO TIME?

- Automate it.
SUMMARY

1. **Google and Facebook** catching up quickly
2. Opportunity in **niche** portals
3. **Quality, number of reviews** and **recency** matter most to climb up rankings
4. Activate the **silent mass**
5. Use **operational insights** from data to improve
6. It is possible to **compete** (also for small hotels)